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## **PROFESSIONAL PROFILE**

Both a National and International marketing and sales management background with Fortune 100 and emerging companies. Accomplished in market research, product planning, marketing strategy, marketing communications and major account selling. Conceived a new product that generated \$20 million revenue in its first year. Closer on multi-million dollar major accounts. Have supervised division staffs of 250+ and managed expense budgets in the \$20 million range. Launched a public relations campaign that changed the image of a company and created more than \$100 million for MDA. Repeatedly ranked number one in sales and management performance.

## **WORK EXPERIENCE**

EATON TRUCKING INFORMATION SERVICES DIVISION, Clemmons, NC 1998 – 2000  
Satellite and terrestrial systems for mobilecomm with GPS.

### **National Sales Manager**

- Hired and trained five Regional Managers; formed an inside sales department; created sales presentations and comprehensive ROI analyses; and developed all forecasting, performance measurement and major account selling and tracking tools.

HIGHWAYMASTER CORPORATION, Dallas, TX 1995 – 1998  
Cellular voice and data systems for mobilecomm with GPS.

### **Vice President Sales**

- Doubled revenue from \$27 million in 1995 to \$55 Million in 1997; Outstanding Performance awards for six straight quarters; led closing the \$7 million Wal-Mart account; Vice President of the Year 1997.

BRIGHT NATIONALEASE, Dallas, TX 1992 – 1995  
Full service truck leasing, rental and for-hire truckload carriage

### **Senior Vice President Marketing and Sales**

- Formed an in-house advertising agency; created a formal marketing approach to lease proposals and lease vs. ownership analysis; adopted early use of CD ROM data base targeting for direct mail and telemarketing; achieved record revenue and net income in 1993 and 1994.

GRAY LINE WORLDWIDE, Dallas, TX 1988 – 1992  
Association transportation marketing services for the National and International tour and travel industry

### **President and CEO**

- Full P&L responsibility. Relocated the association from NYC to Dallas; developed a formal HR policy; hired and trained a new staff; installed a PC network; established accounting controls; launched a world wide reservations system with Sabre/ORG; implemented an international settlement capability with Citicorp; and increased net revenue 36% in Europe, Asia and Australia. Extensive International business travel.

VEREX CORPORATION, SUBSIDIARY OF DIAL CORPORATION, Madison, WI 1986 – 1988

Insurance and financial services for the mortgage banking and thrift industry

**Senior Vice President / Executive Director of Marketing, Sales and Capital Markets Group**

- Formed a customer advisory council; launched a major advertising and promotional campaign; administered a formal quarterly sales performance review program with seven regional vice presidents and 100 AE's and ASR's; increased market share from under 10% to over 16%; and met 98.9% of our sales goals.

AMERICAN RETIREMENT CORPORATION, Nashville, TN 1984 – 1986

Commercial real estate development and health care delivery for the long term care industry

**Senior Vice President Marketing and Sales**

- Built wholesale and retail marketing and sales organizations; executed successful occupancy programs for nine properties in eight states; wrote and published a thesis on the structure of the long term care industry.

TRAVEL CENTERS OF AMERICA, SUBSIDIARY OF RYDER SYSTEM, Nashville, TN 1981 – 1984

Full service auto/truck plazas and transportation financial services

**Senior Vice President General Manager**

- Full P&L responsibility for TA's Fleet Control Services Division. Reduced variable transaction cost 50%; negotiated a national oil company contract increasing annual revenue \$960 thousand; introduced two new products increasing annual revenue \$2.1 million; reduced overall G&A expense \$1 million per year.

**Vice President Marketing**

- Introduced self serve fuel increasing sales one million gallons per month; created a "Country Pride" restaurant concept boosting annual revenue \$3 million; launched our entry into fast food with Burger King adding \$1 million net revenue per location; P&L responsibility for national distribution center.

AMF HARLEY-DAVIDSON, Milwaukee, WI 1975 – 1981

Motorcycles and associated parts and accessories

**Vice President Marketing and Sales**

- Achieved highest wholesale and retail sales in company history; conceived and launched our most successful product increasing annual revenue \$20 million

**General Sales Manager**

- Directed the most successful national dealer meetings in company history increasing annual pre orders 100%; doubled Canadian volume; increased military sales 20%; and formed an international dealer advisory council.

**Regional Sales Manager**

- Exceeded sales plan by more than 10% each of two years; number one regional manager in vehicle sales, parts and accessories sales, net new dealers, dealer credit performance and overall.

N. W. AYER AND KETCHUM COMMUNICATIONS, Los Angeles, CA 1972 - 1975

**Account Executive**

- Advertising agency account management for Yamaha Motor Corporation.
- Amateur Expert Motocross competition license

RCA AVIATION SYSTEMS DIVISION, Los Angeles, CA 1968 – 1972

**Manager Collision Avoidance Systems Sales**

**Western Region Sales Manager**

**Manager Marketing Communications**

Licensed Private Pilot Commercial

AIRCRAFT RADIO DIVISION OF CESSNA AIRCRAFT COMPANY, Boonton, NJ 1964 – 1968

**Manager of Marketing Communications**

Licensed Private Pilot SEL

RUTGERS UNIVERSITY, Newark, NJ 1962 –1964

- **Student**

UNITED STATES MARINE CORPS, Various domestic and far east locations 1956 – 1962

- **Corporal E-4 Honorable Discharge**

## **EDUCATION AND TRAINING**

**University of Southern California:** Bachelor of Science, Business Administration, Major in Marketing

**Harvard University Graduate School of Business Administration:** Strategic Marketing Management Program

**Two Rivers Technologies:** Mastering Telecommunications Fundamentals

**Hogan Center for Performance Excellence:** Leadership Skills for Executives

**National Tour Foundation:** Certified Tour Professional (CTP)

**American Advertising Federation:** Advanced Seminar in Marketing Management and Advertising

**Ryder System:** Senior Management Program

**Burger King University:** Associate in Restaurant Operations Management

**American Management Association:** Advertising Management, Advanced Advertising Management, Corporate Public Relations Management, Field Management of Salesmen, The Executive Course in Sales Management, The Executive Course in Marketing Management

**Computer Literate:** Windows and Microsoft Office Suite and extensive website development skills